



Symphonix
FALL 2025

LOOK BOOK
SHOT LIST

JULY 14 - 96°F
SUNNY / PARTLY CLOUDY
SYMPHONY PARK
CHARLOTTE, NC

- ① PICNIC; STEVE
- ② GRILLFRIEND
- ③ BENCH; COLIN
- ④ WALKWAYS; PEYTON, STEVE
- ⑤ CORNHOLE; MARLAHO, JESSICA
- ⑥ CHEERS; KIM, COLIN
- ⑦ FOAM FINGERS; TARA
- ⑧ DOG; BUBBA (CARHART VEST)
- ⑨ POMPOM DEWIRE; TAYLOR
- ⑩ SCARF; HANNAH
- ⑪ RAINCOAT; MARLAHO
- ⑫ VESTS; CAROL, BOSS
- ⑬ @LEGION & CLOONEY
- ⑭ GROUP JUMP
- ⑮ PONDUI; LUP STALE



PRINT | PROMO | APPAREL | COMPANY STORES



2025 FALL LOOK BOOK

WELCOME TO OUR 2025 FALL LOOK BOOK!

Our team enjoyed modeling the apparel from our Summer Look Book so much that we were inspired to do it again.

From hooded sweatshirts to quilted vests, discover the perfect new pieces to refresh your company store for the upcoming season. Whether you're cheering on your favorite team or looking to update your professional wardrobe, we have a range of versatile options to suit your needs.

We have included a detailed feature on company stores — one of our specialties at Symphonix — to highlight the advantages and key features of a corporate brand store.

Read on about the history of tailgating as we explore how this beloved tradition began and has evolved over time.

We have highlighted some pre-game essentials so you can be extra prepared for the first tailgate of the season. Discover the impactful tool of scent marketing and how it can elevate your brand experience while building long lasting connections with your customers. Don't forget to check out our guide to conference giveaways that attendees will actually want to keep, as well as a client spotlight on making a memorable mascot.

Gear up for cooler weather and falling leaves. Contact your Symphonix Account Manager for all your needs this fall!



SYMPHONIX.AGENCY/FALL
GREAT IDEAS TO GROW BRANDS

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APPAREL

OGIO® WOMEN'S
TRANSCEND 1/4-ZIP



Hannah W.
Production
and Traffic
Coordinator

RUGBY-STRIPED
KNIT SCARF



Kim B.
Account
Manager



MEN'S & WOMEN'S
BROOKS BROTHERS
WASHABLE MERINO
V-NECK SWEATER

Colin B.
Production
Manager



APPAREL

PORT & COMPANY
CORE BLEND
3/4-SLEEVE
RAGLAN TEE



Tara P.
Senior Account
Manager



Steve G.
CXO

JERZEES UNISEX
NUBLEND VARSITY
COLORBLOCK HOODED
SWEATSHIRT



OTTO CHAMBRAY
TRUCKER CAP

Peyton S.
Production
Manager





Bubba
Office Pupper



Rue
Head of
Security



CARHARTT DOG
CHORE COAT



SPORTSMAN STRIPED POM-POM
CUFFED BEANIE

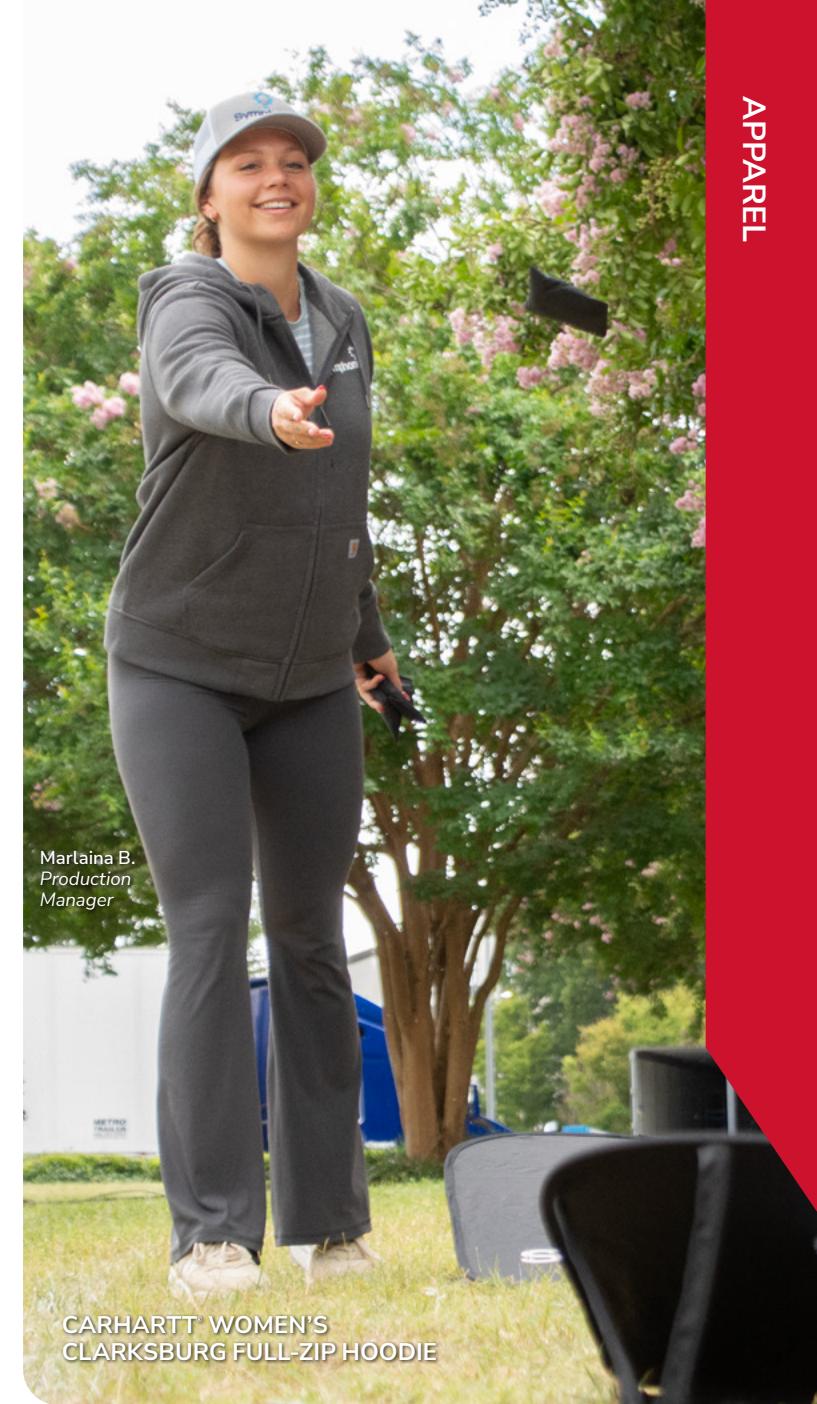


Taylor H.
Marketing
Associate



NIKE WOMEN'S
DRI-FIT STRETCH
1/2-ZIP COVER-UP

NIKE DRI-FIT
1/2-ZIP COVER-UP



Marlaina B.
Production
Manager

CARHARTT WOMEN'S
CLARKSBURG FULL-ZIP HOODIE



OGIO® LINEAR
POLO

TRAVIS MATHEW
WOMEN'S LONG
WEEKEND V-NECK



Steve G.
CXO



Peyton S.
Production
Manager



OGIO® TRANSCEND
FULL-ZIP



Colin B.
Production Manager



Marlaina B.
Production
Manager

PORT AUTHORITY® WOMEN'S
C-FREE® RAIN JACKET



WEATHERPROOF MEN'S &
WOMEN'S VINTAGE DIAMOND
QUILTED VEST



Carol T.
Senior Account
Manager



Ross S.
Account
Executive



See the full lineup of
look book apparel and
promo at our new store!
(Login info included)

BROWSE ➔

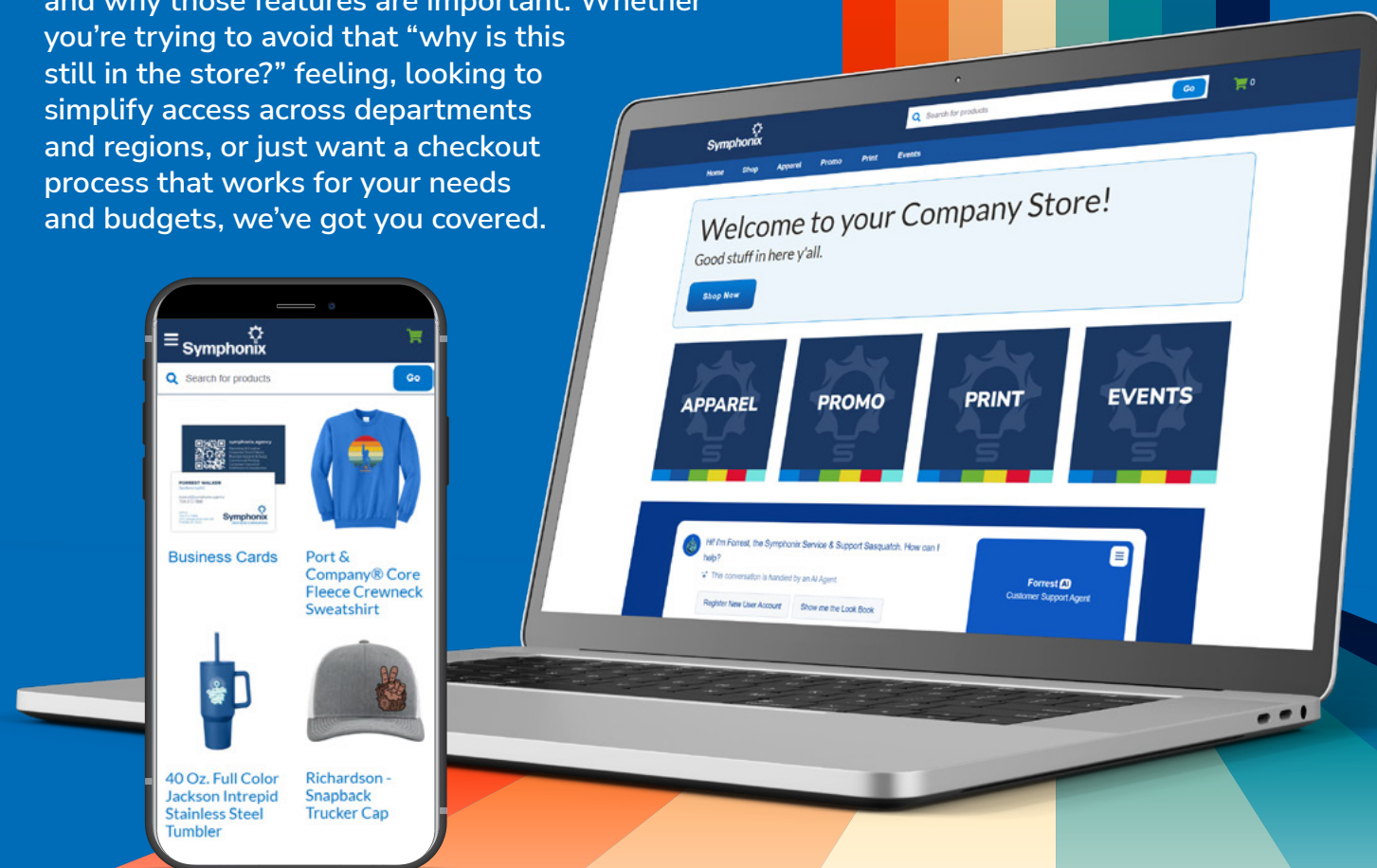


Corporate Brand Stores

Your online company store should be more than just a place to grab a branded hoodie. It should be a strategic tool that's built to reflect your brand, serve your people, and simplify the chaos behind the scenes.

Your store is not a product that's intended to be one-size-fits all. It should be intuitive to use, have fresh products, have consistent branding, and be relevant to each user and their needs.

Our Online Company store series unpacks the features that make a great online company store and why those features are important. Whether you're trying to avoid that "why is this still in the store?" feeling, looking to simplify access across departments and regions, or just want a checkout process that works for your needs and budgets, we've got you covered.



Merchandising



Let's be real, no one gets excited about outdated swag and last season's leftovers. In our Merchandising part of this series, we discuss **how to keep your corporate brand store feeling new, relevant, and worth coming back to again and again.**

The Importance of Keeping it Fresh

An outdated store turns customers away. Regular updates with relevant items keep visitors engaged and coming back. Proper analytics help identify top-selling and underperforming items. This data allows for a curated, efficient product selection that meets customer demand while reducing waste.

Seasonal/Regional Relevance Matters

Including climate-appropriate and trend-aware products shows your store is in tune with users' current needs. Seasonal changes create opportunities to promote new items and maintain excitement. Regional tailoring enhances user experience by displaying only the most relevant products for each user's location. This personalization ensures your store feels curated rather than generic.

Navigating Choice and Avoiding Selection Overload

Too many choices can overwhelm users. A balanced, need-based variety keeps the shopping experience enjoyable and purposeful.

- **Variety Based on Needs:** By offering product options tailored for short-term, long-term, and specialized use, the store becomes a flexible tool for varied corporate needs.
- **Good, Better, Best Approach:** This tiered model simplifies decision-making by offering budget, mid-tier, and premium products—meeting diverse needs without overwhelming choices.

The Importance of Product Details

No matter how engaging your store is, your efforts may fall flat without thorough and accurate product details. Why? Because your customers rely on this information to make informed purchases.

Essentials to include:

- **Item Description:** Clearly explain what the product is and its key benefits.
- **Materials and Durability:** What is it made of? Is it built for sustainability or long-term use?
- **Size Details and Color Variations:** Avoid returns by being specific about sizing, and list available products and imprint colors.
- **Features that Stand Out:** Examples include eco-friendly labels, made-in-the-USA tags, or unique branding methods.



READ THE FULL
ARTICLE ON
MERCHANDISING



User Groups



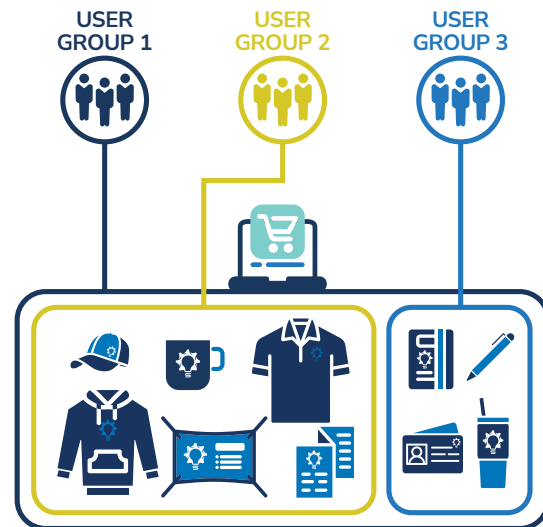
Running a corporate brand store isn't just about having a slick interface or cool merch. It's about making sure the *right people* can access the *right stuff*, and avoiding a chaotic place where *anyone* has the ability to see *anything*.

That's where user groups come in. With tailored access, smart approvals, and personalized workflows, your brand store can go from functional to phenomenal.

Unique Catalog Access

For large organizations, this is a common challenge, but it's also one that's entirely avoidable with customized user groups. With unique catalog access, you can assign specific views of your store based on user groups, such as:

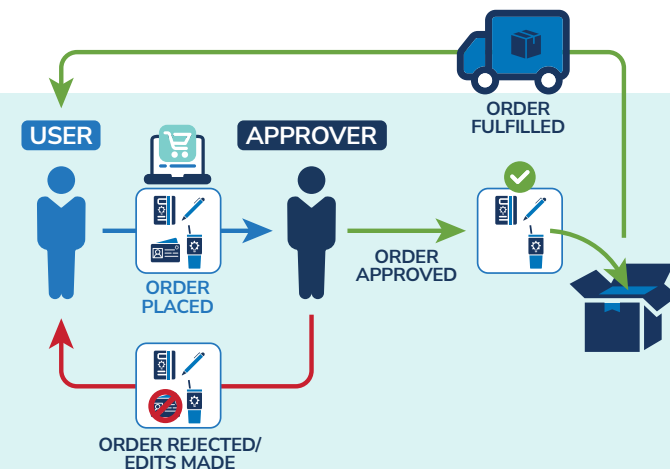
- **Departments:** Employees from marketing only see promotional materials, HR staff access onboarding kits, and IT orders technical gear with ease.
- **User Levels:** Different roles experience different permissions. For example, marketing managers might see general items, whereas executives access premium items or custom data.
- **Locations:** Employees in specific regional offices only see items relevant to their geographical area.
- **Customer-Facing vs. Internal Groups:** Some companies like to have public-facing online company stores where customers can purchase branded swag and spread brand awareness.



Streamlined Approval Workflows

Order approvals can be tailored to user groups to create efficiencies while maintaining brand compliance.

- **Department-Specific Approvers:** Each department or location can have its own approval hierarchy. For instance, the marketing manager might approve all promotional swag, while the operations manager oversees production-related purchases.
- **Reduced Work for Central Teams:** Instead of placing the burden on a single administrator to review every purchase, approvals can become a collaborative effort, cutting down on delays.
- **Conditional Approvals:** Not every order may need oversight. Some items, such as standard-issue materials, can skip the approval step entirely, while customized pieces, like branded stationery with variable data, require sign-off from specific individuals or executives.



With the right user group setup, your company store can be a well-oiled machine that streamlines operations, eliminates confusion, and helps your brand shine.



READ THE FULL
ARTICLE ON
USER GROUPS



Custom Checkout



In *Custom Checkout Options for Corporate Brand Stores*, we break down how modern checkout features, like GL codes, approval workflows, and hybrid payment options, make your store work smarter for every team. Whether it's HR sending onboarding kits or sales using quarterly allowances, **flexible checkout isn't a luxury—it's a must.** Your store should adapt to your organization's real-world needs, not the other way around.

Options That Go Beyond the Cart

Modern stores need to handle internal financial controls and logistical demands with features like selectable shipping methods and multi-location delivery to align with real-world business operations.

Common Checkout Methods

Enterprise teams often rely on a mix of checkout tools such as GL codes, credit cards, discount coupons, and gift card-style allowances to suit various departmental needs and programs.

Hybrid Scenarios That Add Real-World Flexibility

Organizations benefit from hybrid checkouts—like combining an allowance with a credit card—offering adaptability for both centralized and distributed purchasing models.

Approval Workflows and Role-Based Checkout

Advanced systems include customizable approval workflows and user-specific permissions, allowing differentiated access and oversight based on roles, seniority, or departments.

Aligning Checkout Logic to Your Internal Workflows

Checkout processes can be tailored to match specific departmental use cases (like onboarding kits for HR or demo kits for sales) ensuring seamless integration with internal operations.



A robust online company store is not just about ordering branded products. It's about giving every user, from executives to frontline staff, a seamless and scalable way to get what they need, when they need it.



READ THE FULL
ARTICLE ON
CHECKOUT OPTIONS



PROMO



THE PARTY CUP®
Double wall insulated reusable
drinkware - 16oz



16 OZ STAINLESS STEEL
TAVERNA TUMBLER



20 OZ AZURE SPORTS TUMBLER



WOOD TAILGATE
CORNHOLE SET



FULL COLOR OVAL
SLAP WRAP KOOZIE



HERITAGE SUPPLY
TRAVELING MIXOLOGIST
TOTE KIT



ARCTIC ZONE® 64-CAN
KNOCKDOWN COOLER

13-PIECE GRILL
MASTER BBQ SET

Browse more promo items at
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2025 FALL LOOK BOOK - 15

A BRIEF HISTORY OF TAILGATING

Ancient Roots

Tailgating has become a beloved American tradition, especially around college and professional football games. Its origins can be traced back to the autumn harvest celebrations of Ancient Greece and Rome, where communities gathered to enjoy food, music, and camaraderie in anticipation of winter.

19th Century Beginnings

1861: The concept of tailgating in the United States began not at a football game, but during the Civil War on July 21, 1861. People from Washington, D.C., packed picnics and traveled to Virginia to attend the First Battle of Bull Run, where vendors sold food to the gathering crowds.

1869: Spectators snacked at the first college football game between Rutgers and Princeton.

1880s: Affluent fans at Yale-Princeton games enjoyed gourmet food and champagne from luxurious horse-drawn carriages.



Civilians picnicking at the First Battle of Bull Run, 1861.

Early 20th Century

1906: The first auto-based tailgate occurred at a Harvard-Yale game, aligning with increased car ownership.

1920s: Bigger stadiums and fan bases led to “trunk picnics” in parking lots as restaurants struggled to serve larger crowds.

The Rise of the Term

1930s: Wooden station wagons with fold-down tailgates helped popularize the term “tailgating.”

1950s: Portable grills and coolers shifted tailgates from wine-and-cheese picnics to BBQs and beer.



Fold-down tailgates served as makeshift tables and seating in crowded parking lots giving rise to the term “tailgating.”

Post-War Boom to Modern Era

1946–1957: Car ownership doubled, cementing tailgating as a widespread tradition.

1970s: NFL teams began encouraging parking lot gatherings, providing fans with recipe booklets created by players’ wives as early as 1973.



Tailgating has evolved from a simple pre-game snack to a significant social tradition.

Present Day

Tailgating has become ingrained in American sports as a full-fledged cultural event with some pre-game festivities spanning multiple days.



DIVE DEEPER INTO
THE HISTORY OF
TAILGATING



CLEAR EVENT TOTE BAG



HIGH SIERRA OVERSIZE
PICNIC BLANKET



SOUND SPLIT WATERPROOF
BLUETOOTH SPEAKER



CUSTOM MINI
FOAM FINGERS



GAME DAY
FOLDING CHAIR



10' POP-UP TENT



FOLDING TRIPOD STOOL



GAME DAY
FOLDING TABLE

Top 10 Tailgating Traditions and Promo Pairings

This year, we're honoring the excitement of tailgating season by spotlighting 10 universities famed for their tailgates, pairing each one with a promo product that fits their style and enhances every fan's game day.



VIEW OUR
PICKS FOR
TAILGATING
TRADITIONS



The Scent of Your Brand

When you think of marketing, what comes to mind? Banners, posters, brochures, business cards, etc.? Did you consider smell? If not, you might be overlooking a powerful marketing tool. Scent is closely tied to the emotional centers of the brain, significantly influencing our feelings and decisions. It helps us determine what to eat, affects our taste, and plays a role in socialization. Remarkably, up to 75% of the emotions we experience daily are linked to our sense of smell.

Memorable Brand Experiences

We are a hundred times more likely to remember a scent than anything we have seen, heard, or touched. Imagine if you could integrate this into the visual and auditory aspects of your brand marketing! Scent marketing is the strategic use of fragrances to influence customers' emotions and create a memorable brand experience. It can:

- **Create an Emotional Connection:** Pleasant scents can establish a lasting connection with positive customer experiences, enhancing brand recognition.
- **Increase Sales:** A pleasant aroma has been shown to boost the likelihood of a customer making a purchase.
- **Enhance the Customer Experience:** Customers are more likely to remember a scent than visual or auditory cues alone.
- **Build Brand Recognition:** A memorable fragrance can serve as a branding tool, helping customers recall your brand more easily.
- **Differentiate Your Brand:** A distinctive scent can make you stand out among your competitors.

However, scent marketing goes beyond simply spritzing fragrance into the air. It involves aligning your company's brand identity, marketing messages, and target audience with a specific scent that amplifies these values. When combined with other marketing elements, fragrance can enhance the overall brand experience and foster a long-lasting connection with customers.



DUAL SILICONE CARABINER KIT
Take your brand scent on the go with hand sanitizer and lotion kits, great for event giveaways.



USB ESSENTIAL OIL DIFFUSER
Pair with the proper essential oil and plug in to a laptop, vehicle, or even that extra powerbank you forgot you had.



AROMA PUTTY
Engage multiple senses (maybe not taste) and enjoy a bit of fun with this squishy, scented stress reliever.



CUSTOM COPPER TIN CANDLE
Enchanting seasonal scents in a recloseable tin. A holiday gift clients will look forward to year after year.



ADSCENTS™ AIR FRESHENER
Road trip! Keep your brand top of mind during every commute or long drive to grandma's house.



SERENE REED DIFFUSER
Enhance the ambiance of any space with a more upscale style. Great for professional settings.



Scent-sory Overload

While the use of scent in marketing is on the rise, over 83% of commercial communication still focuses on visual and auditory marketing alone. By engaging more than one sense, brands can create stronger and more enduring emotional connections with customers, making them truly memorable.



**DISCOVER
SCENT
MARKETING**





12

Crowd-Pleasing Promo Products Event Attendees Actually Keep

Fall is conference season, and it books up fast.

From September through November, calendars fill, booths disappear, and shipping cutoffs sneak up quickly. That's why now's the perfect time to get ahead of the game and nail down your giveaway plan before lead times (and budgets) start tightening.

The right swag: Can stop someone in their tracks, spark a real conversation, and travel home with attendees, keeping your brand top of mind long after the last keynote wraps.

The wrong swag: Well...let's just say it won't make it past the hotel trash can.

Items in this guide were chosen with love and backed by real-world conference wins, survey feedback, and actual reorder numbers. Use it to build a booth that feels thoughtful, inviting, and totally on-brand.



1. Branded Tote Bags

Why it works: Attendees need an instant carry-all; your logo walks every aisle.
Pro Tip: Choose heavyweight cotton-canvas or rPET in retail colors to encourage weekend reuse.



2. Stainless-Steel Tumblers / Water Bottles

Why it works: Hydration is universal, and insulated drinkware lives on desks for years.
Pro Tip: Laser-engrave a logo on matte finishes for a premium, dishwasher-safe look.



3. Quality Pens + Debossed Notebooks

Why it works: Note-taking never dies, branded pages get photographed, shared, and referenced.
Pro Tip: Bundle a metal-barrel pen in the elastic loop for an upscale kit feel.



4. Multi-Device Charging Cables

Why it works: Everyone forgets a cable; you become the lifesaver.
Pro Tip: Pick 3-in-1 or 6-in-1 cables with USB-C input to future-proof.



5. Portable Power Banks

Why it works: Dead phones equal lost leads: power banks get used immediately on the show floor.
Pro Tip: Stay above 5,000 mAh and certify with UL, some organizers require it.



6. Premium Fit T-Shirts or Cozy Socks

Why it works: Wearables turn attendees into walking billboards if they feel retail, not corporate.
Pro Tip: Print a clever graphic and keep your logo small on the sleeve or sock cuff.



7. Hand Sanitizer / Wellness Kits

Why it works: Health-minded items show empathy in crowded venues.
Pro Tip: Combine sanitizer, lip balm, and vitamin C drink mix in a reusable pouch with a QR code.



8. Stickers & Laptop Decals

Why it works: Low-cost, high-impression real estate on laptops and water bottles.
Pro Tip: Die-cut shapes or witty slogans boost stick-rate by 40%.



9. Collapsible Water Bottles / Pouches

Why it works: Eco-friendly, pack-flat design makes it suitcase-friendly.
Pro Tip: Pick models that stand upright when filled, cheaper pouches topple and leak.



10. Desk Toys & Stress Relievers

Why it works: Quick mood-boosters; they live on desks where coworkers see them.
Pro Tip: Tie the toy metaphorically to your solution (e.g., puzzle cube for "problem-solving" SaaS).



11. Phone Grips & Kickstands

Why it works: Attendees snap photos and join virtual demos. Grips make it easier.
Pro Tip: Opt for swappable-top styles so users can change designs without removing the base.



12. Eco-Friendly Reusable Utensil Sets

Why it works: Sustainability resonates; bamboo utensil kits fit ESG narratives.
Pro Tip: Print your logo on the silicone sleeve, not the utensils so ink lasts longer.

Swag shouldn't feel like a mountain to climb.

Think of Symphonix as your go-to guide—like your conference-day Sherpa—navigating everything from trend insights and production timelines to decoration options and budget sweet spots. We make the whole process feel simple, collaborative, and actually kind of fun.



LET US BE
YOUR SWAG
SHERPA



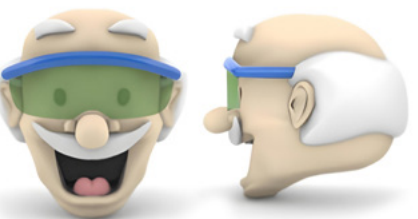
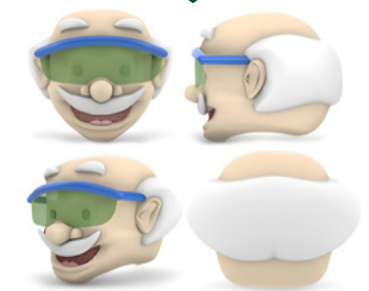
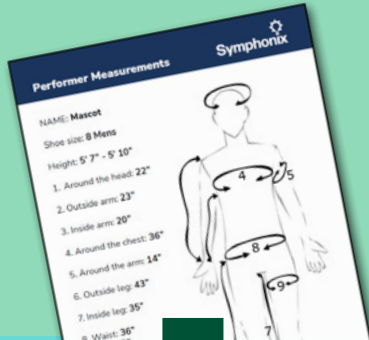
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CLIENT SPOTLIGHT

ORIGINAL ILLUSTRATIONS



MAKING A MEMORABLE MASCOT

THE SITUATION: Sensigreen, a leading name in sustainable HVAC solutions, wanted a mascot costume that would not only reflect their brand identity but also be versatile enough for use across various events, social media, and marketing campaigns. With these needs in mind, Sensigreen turned to Symphonix for a fresh approach to bringing their brand mascot (Professor Green) to life.

THE SYMPHONIX SOLUTION: The process of creating Professor Green was rooted in close collaboration, meticulous planning, and ongoing feedback.

Gathering Initial Inputs

- We started by requesting all relevant materials from Sensigreen, including the initial design illustrations and some background on how they envisioned the mascot. To fine-tune the concept further, we sent over a comprehensive questionnaire covering critical design elements such as the performer's measurements and desired costume facial expressions.

First Drafts and Feedback

- Using this feedback, we created a 2D virtual proof that showcased the mascot's overall design. The draft focused on essentials like balance, size, and key aesthetics.

Locking in the 3D Design

- Next, our vendor partner translated the approved 2D proof into a 3D virtual mockup. This rendering gave Sensigreen an exact preview of what the final costume would look like, avoiding any surprises in the final product.

Custom Production Process

- After some revisions from the Sensigreen team, the design was approved and production began. We monitored the process and provided guidance to our vendor partner.



THE RESULTS: Sensigreen loved how Professor Green perfectly captured the personality of their brand. He has since appeared in parades, sporting events, company holiday parties, and on social media as part of brand storytelling campaigns and promotions. Professor Green serves as the friendly, approachable face of their mission, and a powerful anchor to keep them memorable in the minds of customers.



TOOLS FOR TOTS: RHINO BABY KITS

THE SITUATION: Rhino Tool House reached out to us with a thoughtful and heartfelt request. They wanted to create branded baby gift boxes for their customers and employees who had recently welcomed a new baby.

These boxes, available through their company store, needed to come with a personalized touch. For example, users placing orders should have the option to include a customized message with the box.

THE SYMPHONIX SOLUTION: We approached this unique request with creativity, attention to detail, and a commitment to delivering a memorable experience.

Custom Boxes: Our in-house design team created multiple box concepts for the client all reflecting the company's brand and style.

Box Contents: We curated quality items to please both parents and their new babies.

Sample Review: We gave Rhino Tool House live samples of the baby items and box prototypes to touch, feel, and check the quality in person before making a final choice.

Production and Kitting: The bulk orders of items were decorated and kitted together.

Personalization: Employees placing an order can include a customized message, which we personally transcribe to ensure their thoughtful gesture feels authentic.

Warehousing and Availability: The completed baby boxes are now stored in the warehouse, fully assembled and ready to be ordered through the company store.

THE RESULTS: This project enhanced the company's culture by reinforcing their commitment to valuing employees and customers during special life moments. It was not only a success in streamlining fulfillment, but also a testament to the power of thoughtful branding and personalized customer experiences.



Eye Mask
(for the parents to catch some rest)

Cozy Beanie

Plush Bath Time Towel



Bib, Bowl & Spoon

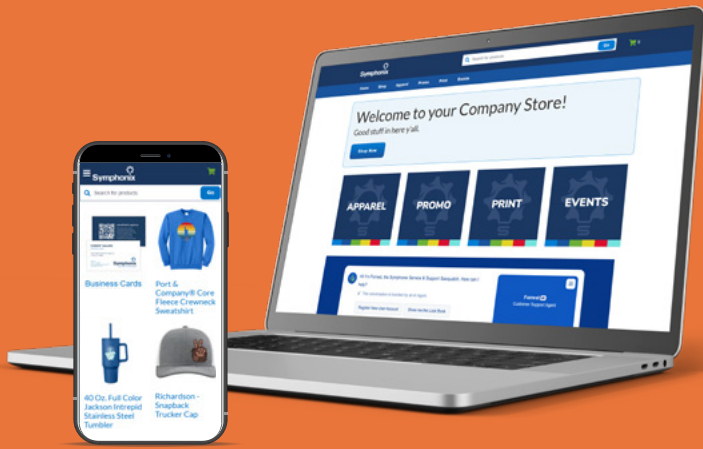
Soft and Snug Swaddle

Adorable Stuffed Rhino Toy



VIEW MORE CASE STUDIES IN OUR PORTFOLIO





Your Full-Service Promotional Brand Marketing Partner

Our signature mix of creative design, fulfillment, and client-first service is the formula for bringing your brand to light with consistent, brand-compliant marketing and advertising.

- Online Company Stores
- Creative Services
- Apparel & Uniforms
- Pick, Pack, & Ship
- Promotional Products
- Events & Tradeshows
- Commercial Printing



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A FEW SATISFIED CLIENTS



WHAT CAN WE DO TO HELP YOU SUCCEED?